

**Wyoming's  
Prevention  
Framework to Reduce  
the Misuse of Alcohol  
Community Implementation  
Workbook  
2008  
Hot Springs**

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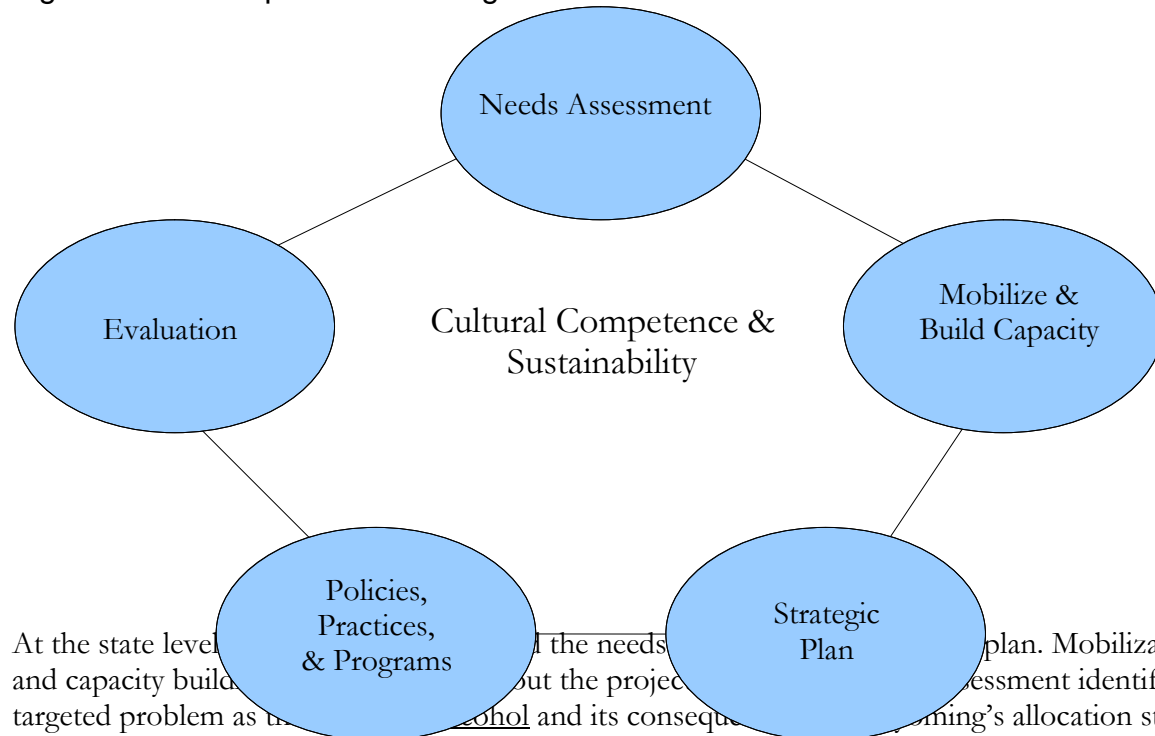
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# Introduction

Wyoming received the Strategic Prevention Framework State Incentive Grant (SPF SIG) from the Federal Substance Abuse Mental Health Services Administration (SAMHSA) on September 30, 2004, along with 20 other states and territories.

The purpose of the project is to implement the five components of the SPF planning model at both state and community levels in Wyoming. The following diagram details this process.

### Figure 1. Five Steps of the Strategic Prevention Framework Process

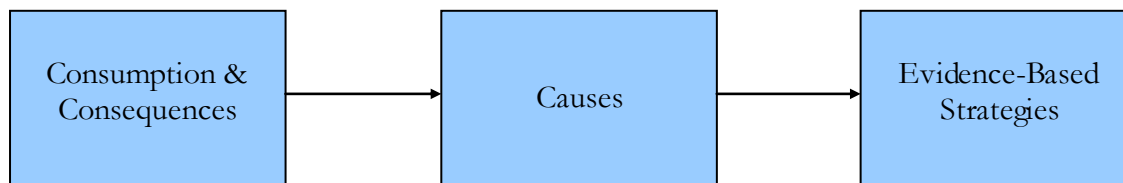


At the state level, the needs assessment identified the targeted problem as the alcohol and its consequences. The assessment identified the targeted population as Native Americans living in the reservation communities. The assessment identified the targeted geographic area as all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees. On June 15, 2007 grantees submitted their local needs assessments, and in September 2007 grantees completed their strategic plans outlining the evidence-based strategies they will implement over the next three years. An evaluation workbook was completed with each community during the winter of 2007/2008.

## Outcome-Based Prevention

The foundation of the PF process is the outcome-based prevention model.

Figure 2. PF Needs Assessment Logic Model



In this model a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems, and chooses evidence-based policies, practices, and programs to address the identified causal areas.

## Purpose

The purpose of this workbook is to help PF funded communities create a multi-year implementation plan that provides a blueprint for how to reach their goals. This means you will use this workbook to create timelines and benchmarks for your work between now and the fall of 2010, and you will use this workbook to coordinate the many prevention efforts taking place in your community. This workbook will also serve as your application and next year work plan for PF funding between October 1, 2008 and September 30, 2009.

This workbook differs from your PF strategic plan in many respects. First, the strategic plan linked the causal areas identified in your community needs assessment to evidence-based strategies. These strategies were listed, but very little was done to detail how they might be implemented over the course of the project. Second, while the strategic plan identified strategies funded by the PF project it did not require you to integrate these strategies with other efforts in your community.

Keep in mind that Wyoming has identified the targeted need for this project as the misuse of alcohol.

### **“Misuse of alcohol” means that:**

1. The primary target for the PF is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while adult binge drinking refers to those 18 years and older who have five or more drinks on any one occasion.
2. The secondary target for the PF is the most significant consequences of the misuse of alcohol in Wyoming: alcohol-related crime, alcohol-related motor vehicle crashes, and alcohol dependence and abuse.

## Workbook Goals

The implementation plan decided upon here will lead to the following tasks.

### **Revisit your Needs Assessment and Strategic Plan**

This workbook requires that you take a second look at your community needs assessment and strategic plan. This section will give you the chance to update any changes you may have to your community's targeted causal areas or to your community's chosen evidence-based strategies.

### **Identification of Community Prevention Efforts**

One of the goals of this workbook is to help you integrate prevention planning in your community through the identification of all of your community's prevention efforts in order to communicate and plan together as well as collaborate when appropriate. Some of the efforts may be PF related while others may not be. For example, your community is likely already working on the Most of Us, FACE, and The Line campaigns. You also have a Prevention Block Grant provider and Tobacco Prevention Coalition. By identifying all of the prevention efforts and stakeholders in your community you can better create a multi-year plan.

### **Create a PF Calendar**

The final product of this workbook will be a calendar that details your implementation plan from October 1, 2008 to September 30, 2010. This calendar will include the major benchmarks for your PF project and for other relevant prevention efforts in your community. It is intended to both keep your work on track and help you to integrate and collaborate with other prevention projects.

### **Budget for FY2009**

Finally, you will be asked to complete a budget for October 1, 2008 to September 30, 2009.

## Workbook Organization

Again, there are three major sections in this workbook. They should be completed by the PF coordinator working with the local community advisory council (CAC) when appropriate. The PF coordinator and TA providers will make site visits as necessary during July 2008 to work with you and your CAC to complete this workbook. Again, this workbook will serve as your next year work plan and application. It is due on August 15, 2008, and the Mental Health and Substance Abuse Services Division will review and approve these as part of the contract process that will be complete by September 30, 2008.

A final copy of the Implementation Workbook should be submitted electronically to:

Keith Hotle, SPF SIG Coordinator  
Wyoming Mental Health and Substance Abuse Services Division  
[keith.hotle@health.wyo.gov](mailto:keith.hotle@health.wyo.gov)  
(307) 777-3352

## Revisiting the Needs Assessment and Strategic Plan

Please complete Table 1 below using information from the community needs assessment and strategic planning workbooks. At this point it is appropriate for you to change your prioritized causal areas if circumstances in your community have changed and you have data to support this change. It is also appropriate to change your chosen strategies at this point. You may already have accomplished a policy change or you may realize that your chosen strategies don't fully address your causal areas. This is the time to revisit and update your strategic plan.

In updating your strategic plan keep a couple of things in mind. First, the goal of the PF project is to decrease alcohol consumption (adult binge drinking and underage drinking) and its consequences (alcohol-related crime, motor vehicle crashes, dependence, and abuse) in your **Community**. You should look at the evidence-based strategies in your current strategic plan and ask yourself, "will these strategies change alcohol-related problems at a community level?" Keep in mind that though a mentoring program is a good evidence-based prevention program it is unlikely by itself to make community level change. With this in mind we **Strongly Suggest** that your strategic plan include environmental policy change, and we believe the best strategic plan will be a comprehensive set of strategies that lead to community level change. Evidence-based strategies you have chosen or have changed from your strategic plan should be from the list below. A full description of these policies by causal area can be found in Appendix A, but in general they include the following:

### Retail Availability

- Mandatory Responsible Beverage Service
- Compliance Checks
- Outlet Density
- Happy Hour Restrictions
- Warning Signs Posted at Retail Establishments

### Criminal Justice

- Enforcement
- Judicial Changes
- Public Awareness of Enforcement

### Social Availability

- Social Host Liability
- Restricting Access to Alcohol
- Party Patrols
- Restriction on Drinking Locations and Possession
- Curfew Ordinances
- Noisy Assembly Ordinances

### Promotion

- Advertising Restrictions
- Counter Advertising
- Billboard Bans
- Media Advocacy Education

## Community Norms

- Alcohol Restrictions and Security at Community Events

The first step in the implementation workbook process is to list the Causal Areas and Evidence- Based Strategies identified in your current Strategic Plan.

**Table 1. Targeted Causal Areas and Identified Strategies**

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
Retail Availability	Yes	Compliance Checks TIPS Training
Criminal Justice	Yes	Johnson and Associates has been hired by Prevention Framework Legislators Review to help look at State Statutes on liquor laws. To educate and introduce information to Legislators, Liquor Board, and Professionals. Radio and newspaper ads for public awareness education. Done by the local police and sheriff's department.
Social Availability	Yes	Party Patrol Social Hosting Responsibilities
Promotion	Yes	"The Line" media campaign to educate about how and when an individual will take responsibility to stop unsafe behavior caused by misuse of alcohol and tobacco. This entity was contracted by the State but is not listed as an "Evidenced Based Program". Utilize a "Smart Choice" brochure as a reminder of laws regarding drunk drivers and drunk boaters. Posters made by high school

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
		students with positive messages about the percentage that does not use tobacco and alcohol.
Community Norms	Yes	MSU “Most of Us” seven step Positive Community Norms Model. Catered events that sell alcohol at different events to be reminded to check all ID’s. Limit how much alcohol a person could buy and drink at public events. The cost of alcohol is much higher than in the past however taxation remains one of the lowest in the United States. Much more awareness is evident in the community.
Individual Factors	Yes	Facing Alcohol Concerns through Education (FACE)- Empowering, training and educating teens to take back information regarding misuse of alcohol to schools, parents and legislators.

### Question 1.

Have your targeted causal areas changed? If yes, what data supports this change?

No



**Question 2.**

Have your chosen evidence-based strategies changed from the original? If yes, what are the changes and why did you make them?

No

If your current plan does not include at least one evidence-based strategy per casual area from the list on page 6, or only includes CMCA, then you should meet with your CAC to review and approve changes. This makes for a more effective planning process and creates important “buy in” for CAC members as you move forward with the implementation of your PF strategies. Figure 1 below details one possible process for working with your CAC to update the PF strategic plan. Feel free to use this process as outlined or to pick and choose the portions that will be most important for your CAC. The PF coordinator and/or WyPTAC representatives can meet with your coalition to aid in this process if you would like.

Figure 1. Steps to Working With a CAC to Update or Create a Strategic Plan

1. Call a meeting of your coalition and get as many people there as possible. Inform coalition members that this is the meeting where they will choose from the various policy changes/evidence-based strategies within the causal areas chosen in the needs assessment workbook.
2. On a white board, blackboard, or and easel print the titles of the two casual areas identified in your needs assessment workbook. For example, social availability and community norms.
3. Under each casual area, write the list of evidence-based strategies for that casual area shown on page six of this workbook. These will be the strategies in which the coalition will chose from to work on.
4. Begin the meeting by reviewing the results of the needs assessment with the coalition, the casual areas chosen and the evidence-based strategies under each casual area.
5. Facilitate a discussion of the strategies under one causal area. The discussion should be about what each strategy is, what it would take to get that strategy/change accomplished in the community, and how many of the listed strategies could be attempted by the coalition. The coalition should probably attempt no more than two strategies under each casual area. Discussion of the strategies under each casual area should be limited to around thirty minutes.
6. When the discussion of strategies is concluded, give each person a magic marker or two stick-on dots and have each coalition member go to the list of strategies and vote for the two they believe would have the highest impact on the community, that they would be interested in working on, and that they believe would have a good chance of successfully being accomplished. Count the votes and note the two strategies that received the most votes.
7. Move on to the next casual area and go through the same steps as outlined above for selecting policy changes/strategies.
8. At the completion of the selection process you should have at least two and up to four policy changes voted on to accomplish. Facilitate a discussion of how many strategies the coalition believes it can work on. A minimum of two should be chosen.
9. Inform the coalition that the next meeting will focus on identifying the action items that would be necessary to get the changes accomplished. Schedule the next meeting and have them think about what the action items might be before you meet again.

## Identification of Community Prevention Efforts

In Table 2 below, list all prevention efforts and initiatives running in your community which may impact the PF project. The table has been pre-populated with a number of projects that are likely in your communities already, and several blank rows have been included for other potential projects. Also, list the strategies being implemented, any important dates that each program has identified on their implementation calendar, if any, and the local contact for each project.

**Table 2. Local Community Prevention Efforts**

Local Prevention Initiatives other than the PF	Strategies	Critical Dates	Local Contact
Federal Prevention Block Grant	Continuation of current staffing. Continuation of community training	October 21-24	Leo Hammond Jane Norskog
Most of Us - MSU	Community Norms Campaign	MSU Training July 10-12 Monthly Web Training	Jane Norskog
"The Line," social marketing campaign	Social Marketing Campaign	August 2, 2008	Jane Norskog
Wyoming's First Lady's Initiative	FACE (Take It Back Training)	August 13, 14, and 15	Jane Norskog
Community Initiative to integrate prevention			Jane Norskog
FACE	Take It Back Training	August 13-15	Jane Norskog
State Sponsored Anti-Drug Programs			
School Prevention Programs	SADD, STAND, Student Counsel, DARE	Monthly meeting while school is in session.	Amy Mason Carol Lynch Kathy Richardson
Law Enforcement Prevention Programs	More police presence and compliance checks of tobacco and alcohol in retail establishments. Johnson and Assoc.	Sporadic every month or so.	Mark Neilson Lou Falgoust

Suicide Prevention Programs	Suicide Prevention First Responders Team Suicide Prevention Coalition	Second Tuesday of every month	Catherine Crumpler
Wyoming Tobacco Prevention and Control Program	Tobacco Prevention Coalition	Third Wednesday of every month	Becky Mortimore

## Creation of a Prevention Framework Calendar

This section requires you to work with your CAC to create a two year calendar for the PF project. You will do this by placing the steps to accomplish each strategy in your revisited strategic plan and each strategy from Question 4 above on a Google Calendar. The directions on how to use Google Calendar are below, and Table 3 provides a template for how to plan each of your PF strategies. It is not necessary to list all the steps required to accomplish the strategies of other local prevention initiatives. Rather, it is important to know about when and where these strategies will take place in order to plan your own efforts. For example, if the local tobacco coalition is attempting to pass a smokefree ordinance in the summer of 2008 you may want to wait to push the city council to address alcohol ordinances at community events until 2009. An example of an Activities Calendar for a secondhand smoke ordinance, without identification of responsible parties, can be found in Appendix B.

Figure 2. Steps to Working With a CAC to Update or Create an Action Plan Calendar

<p>Action plan calendar steps</p> <ol style="list-style-type: none"> <li>1. Buy two desktop calendars for the year 2008. One will be used for 2008 and the other will be used for 2009, unless you can actually find a 2009 calendar.</li> <li>2. Before the calendar meeting begins, tape the months of the calendar in order up on a wall and put the dates of any of the calendar items from other prevention programs on the calendar. Other prevention dates will help determine dates you can use to reinforce your strategy or avoid, if necessary.</li> <li>3. Have the coalition discuss the action steps that will need to be taken to get the strategy or strategies implemented. (These are the strategies identified under the first causal areas addressed in the selection process.) List those items on an</li> </ol>
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easel, white or black board. Action steps, for example, may be:

- Conduct research on the policy change to know as much about it as possible
  - Determine if any policies exist currently
  - List key leaders and other interested people who would be willing to support and work on the change – develop a strategy to recruit them
  - Determine who actually makes the decision on the change, e.g. city council
  - Survey the council, for example, and find out what their attitudes are for the change
  - Determine if there is a need for a media education campaign
4. Once the list of action items is identified, put them in order of what item needs to be accomplished first and so on until all the action items have been put in order. Depending on how easy or difficult the coalition believes the strategy may be in getting accomplished, to a large degree, will determine the overall length of the timeline. A strategy involving changing a community event may take three months, while getting a city council to pass an open container ordinance may take a year.
  5. Once the action items are in order, begin writing each action step on the calendar according to when it needs to be accomplished. Determine how long it may take to get it done before the next item is put on the calendar. At the end of this process you should have a timeline of necessary action items to accomplish the listed strategy.
  6. Once all the action steps have been put onto the calendar, go back to the first step and with that step, and every step to follow, determine who will be in charge of see that step through.
  7. When step six is completed, you should have a timeline of action steps and assignments written on a calendar. A progress report of the timeline should be included on the agenda of every future regularly scheduled coalition meeting.
- Note: Timelines can be adjusted if specific action items are accomplished either faster or slower than anticipated.
8. Transfer all the identified steps, for the coalition's strategy and any other prevention program, on a Google calendar.

Once the wall calendar is completed place the action steps, dates, and responsible parties from the wall calendar into table 3.

**Table 3. Steps to Accomplish PF Strategies**

Strategy: Influence community norms to raise the awareness of community perceptions about the misuse of alcohol that support underage drinking and adult binge drinking. It was believed by HSC CAC that community norms would directly affect Social Availability. Therefore HSC CAC decided to utilize the MSU “Most of Us” contract as a strategy to address our communities “norms”.		
Action Steps	Day/Month/Year of Completion	Responsible Party
Community Advisory Counsel	First Wednesday of every month	Community
Contract with MSU “Most of Us” to address community norms that support underage drinking and adult binge drinking.	2007-2010 – Signed 10-22-07 by HSC CAC.	MHSASD, MSU, and Hot Springs County (HSC) CAC.
A Time Table was included in the February 15 <sup>th</sup> modified Agreement between MSU and HSC which was signed by HSC on March 5, 2008.	See pages 4, 5 & 6 of that contract.	MHSASD, MSU, and Hot Springs County CAC.

Take the information from Table 3 and transfer it into a Google Calendar. The purpose of the Google Calendar is to help coalition members, WyPTAC, WySAC, and State Prevention Coordinators follow your progress and provide support and technical assistance. Please find instructions for building your Google Calendar in Appendix C.

**Table 3. Steps to Accomplish PF Strategies**

Strategy: The second causal area chosen by HSC CAC was Individual Factors. They decided to utilize the FACE Program as their strategy to involve youth in address underage drinking.		
Action Steps	Day/Month/Year of Completion	Responsible Party
Community Advisory Counsel	First Wednesday of every month	Community
Contract with FACE to address individual factors that would empower and train youth in evidenced based strategies to address underage drinking.	Feb. 1, 2008 - October 30, 2008	MHSASD, FACE, & Hot Springs County (HSC) CAC.
Monthly conference call for the “Basin Region” to plan and implement FACE Training.	Conference calls: Nov. 11, 2007; Dec. 3, 2007; April 16, 2008; May 13, 2008; June 10, 2008; July 8, 2008; July 24, 2008;	MHSASD, FACE, & HSC CAC.
FACE Training set for August 13- 15, 2008		MHSASD, FACE, & HSC CAC.
Multiple individual phone calls, emails, and personal contacts to invite youth to attend the FACE Training.		HSC Prevention Specialist
Planning for after-training follow up.	Ongoing	HSC Prevention Specialist, STAND sponsor, SADD sponsor, and other interested members of the community.

Take the information from Table 3 and transfer it into a Google Calendar. The purpose of the Google Calendar is to help coalition members, WyPTAC, WySAC, and State Prevention Coordinators follow your progress and provide support and technical assistance. Please find instructions for building your Google Calendar in Appendix C.

**Table 3. Steps to Accomplish PF Strategies**

Strategy: The third causal area chosen by HSC CAC was Criminal Justice.. It was determined utilize Johnson & Associates to address State Statutes laws regarding the misuse of alcohol.		
Action Steps	Day/Month/Year of Completion	Responsible Party
Community Advisory Counsel	First Wednesday of every month	Community
Contract with Johnson & Associates to review State of Wyoming statutes related to alcohol consumption, distribution, taxation and misuse.	Nov. 22, 2007 – October 30, 2008	MHSAD, Johnson & Assoc., & Hot Springs County (HSC) CAC.
Formation Meeting – Casper	January 23, 2008	MHSAD, Johnson & Assoc. & HSC CAC.
Legislation Work Session – Casper	March 11, 1-4 p.m. & March 12, 8 a.m. - Noon	MHSAD, Johnson & Assoc. & HSC CAC.
Legislation Work Session – Casper	May 27, 1-5 p.m. & May 28, 8 a.m. - Noon	MHSAD, Johnson & Assoc. & HSC CAC.
Legislative Review Session – Casper	August 7, 1-5 p.m. & August 8, 8 a.m. - Noon	MHSAD, Johnson & Assoc. & HSC CAC.
Draft Report Due for Review	September 15, 2008	Johnson & Assoc.
Final Report Due	October 31, 2008	Johnson & Assoc.

Take the information from Table 3 and transfer it into a Google Calendar. The purpose of the Google Calendar is to help coalition members, WyPTAC, WySAC, and State Prevention Coordinators follow your progress and provide support and technical assistance. Please find instructions for building your Google Calendar in Appendix C.



## Prevention Framework Budget for October 2008 through September 2009

<b>COST DESCRIPTION</b>	<b>STRATEGY 1 Raise the awareness of community perceptions about the misuse of alcohol that support underage drinking and adult binge drinking utilizing MSU Most of US</b>	<b>STRATEGY 2 Involve youth in addressing underage drinking utilizing the FACE Program</b>	<b>STRATEGY 3 Review State Statutes regarding the misuse of alcohol utilizing Johnson &amp; Associates</b>	<b>TOTAL BUDGET</b>
<b>PERSONAL SERVICES</b>				
Salaries & Wages	\$ 30,168.80	\$ 3,858.80	\$ 1,052.40	\$35,080.00
Employer Paid Benefits	\$ 7,542.20	\$ 964.70	\$ 263.10	\$ 8,770.00
<b>SUPPORTING SERVICES</b>				
Communications:				
Internet	\$ 172.00	\$ 22.00	\$ 6.00	\$ 200.00
Telephone	\$ 172.00	\$ 22.00	\$ 6.00	\$ 200.00
Vehicle Expenses				
<b>TRAVEL/TRAINING/MEETINGS</b>				
Travel In-State	\$ 1034.58	\$ 132.33	\$ 36.09	\$ 1,203.00
Travel Out-of-State	\$ 2,365.00	\$ 302.50	\$ 82.50	\$ 2,750.00
Training Costs	\$ 2,365.00	\$ 302.50	\$ 82.50	\$ 2,750.00
Miscellaneous Meeting Exp.				
<b>SUPPLIES</b>				
Consumable Supplies	\$ 172.00	\$ 22.00	\$ 6.00	\$ 200.00
Commercial Printing	\$ 430.00	\$ 55.00	\$ 15.00	\$ 500.00
Publications Purchased				
<b>ADVERTISING/MEDIA COSTS</b>	\$ 645.00	\$ 82.50	\$ 22.50	\$ 750.00
<b>EQUIPMENT RENTAL</b>	\$ 4,128.00	\$ 528.00	\$ 144.00	\$ 4800.00
<b>CONTRACTUAL SERVICES (please describe)</b>				
1. WYSAC – for evaluation	\$ 3,113.20	\$ 398.20	\$ 108.60	\$ 3,620.00
2. SPF-TAC – for technical service	\$ 4,981.12	\$ 637.12	\$ 173.76	\$ 5,792.00
3.				
4.				
<b>OTHER COSTS (specify)</b>				
A. Indirect costs	\$ 4,981.12	\$ 637.12	\$ 173.76	\$ 5792.00
B.				
C.				
D.				
<b>TOTAL</b>	\$ 62,270.02	\$ 7,964.77	\$ 2,172.21	\$ 72,407.00

## **Appendix A: Causal Areas and Evidence-Based Strategies**

### **A. Retail Availability**

#### **I. Mandatory Responsible Beverage Service**

According to the National Highway Traffic Safety Administration, a responsible beverage service program has two goals:

- To establish policies and procedures in retail alcohol outlets for preventing alcohol sales and service to minors and intoxicated persons.
- To train managers and servers/clerks to implement those policies and procedures effectively. Server/clerk training focuses on serving and selling procedures, signs of intoxication, methods for checking age identification, and intervention techniques. Manager training includes the server/clerk training as well as policy and procedures development and staff supervision.

A program is designated as mandatory if state law requires at least some alcohol retail employees to attend an RBS training. Thirteen states require some type of RBS training, but these states vary widely in who must participate: Wyoming does not have any RBS provisions, laws or incentives reported. Some of the provisions your community can work on include;

- Type of employee: Statutes may require owners or licensees, managers and servers/clerks, or a subset of these classifications to participate;
  - Type of outlet: Statutes may require either on-sale or off-sale establishments, or both, to participate; and
  - Date of license issuance: Statutes may require participation from establishments with licenses issued after the legislation is enacted or from all establishments, regardless of the date of the license.
- Please see the following website for more specific information on this topic.  
<http://www.nhtsa.dot.gov/people/injury/alcohol/AlcBevContWeb/pages/RespBevService.html>
  - <http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm>

## II. Compliance Checks/Retail Compliance Checks

Your community should begin developing a protocol for compliance checks.

A compliance check is a tool to identify alcohol establishments that sell alcohol to underage youth. The practice of conducting compliance checks can be:

- Mandated by a local ordinance that outlines standards for conducting the checks, people or agencies responsible for conducting the compliance checks, and penalties for establishments, servers and sellers who illegally sell or serve alcohol to underage youth.
- Voluntarily implemented by law enforcement or licensing authorities.

Compliance checks can be used for two purposes:

- Enforcement: to enforce state criminal statutes, local administrative ordinances, or both.
- Educational: to identify, warn, and educate alcohol establishments that serve or sell alcohol to underage youth.

Generally, compliance checks are implemented by the following procedures: A plan should be developed in union with law enforcement to ensure legality of procedures.

- Alcohol licensees are informed that compliance checks will occur at various times throughout the year and about potential penalties for selling alcohol to underage youth.
- While an enforcement agent (police officer or other authorized person) waits outside the premises, a person under age 21 attempts to purchase or order an alcoholic beverage.
- If the alcohol establishment sells alcohol to the young person, the enforcement agent issues a citation either to the seller/server or to the establishment:
  - The police officer may charge the server or seller who sold the alcohol (when compliance checks are used to enforce state laws governing servers and sellers.)
  - The officer may issue an administrative citation, which is imposed upon the alcohol license holder rather than the individual server or seller (when compliance checks are used to enforce local administrative ordinances.) Because administrative charges are easier, faster, and less expensive to prosecute, they can be the best option-and in some communities the only option-for penalizing alcohol establishments.

Implement vigorous, well designed, fair, and consistent retail compliance checks. Work with the community to build support and awareness of the compliance check program.

- Retrieved from: The Alcohol Epidemiology Program at the University of Minnesota suggests: <http://www.epi.umn.edu/alcohol/policy/compchks.shtm> (retrieved 5/19/08)
- <http://wdh.state.wy.us/mhsa/prevention/Freenocost.html>
- <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1933529>

- The youthinaction.org website offers an Alcohol Purchase & 'Shoulder Tap' Surveys: How-To Guide at <http://www.youthinaction.org/index.cfm?cID=about&scID=infoDetail&ID=1349>

### III. Outlet Density

Outlet density is defined as the amount of liquor licenses existing within an established geographic area. Studies have demonstrated a strong correlation between outlet density, heavy and frequent drinking, and drinking related problems.

- **Type of Licenses**

Generally there are two broad categories of alcohol licenses. On-site licenses are for businesses such as bars and restaurants that sell alcohol for consumption on the premises. Off-site licenses are businesses such as grocery stores, liquor stores, convenience stores and corner markets that sell alcohol for consumption off site. One-day licenses are for the sale of alcohol at special events.

- **Location of Licenses**

Local governments may use various guidelines to determine the appropriateness of an alcohol license in an application's proposed land-use environment. They may consider restrictions on location, based on proximity of the proposed license to schools, churches, hospitals, residences and playgrounds. They may also consider the current density of alcohol licenses in the area of the application, whether it would create traffic problems, whether it is a high crime area, and whether it might contribute to law enforcement problems.

Local jurisdictions can pass ordinances to put distance limits on new alcohol licenses, such as having no new license within 1,000 feet of an existing license. Alcohol may be prohibited by local ordinance in public parks, at beaches or by rules about public locations such as sports arenas and community centers.

The community can work to reduce outlet density by making ordinance changes to the following:

- Reduce the number of on-site licenses
  - Reduce the number of off-site licenses
  - Location of licenses
- <http://www.niaaa.nih.gov/>
  - <http://www.hsph.harvard.edu/amod/pdf/GIS.pdf>,  
<http://alcalc.oxfordjournals.org/cgi/content/abstract/39/4/369>
  - [http://www.capitolneighborhoods.org/pdf/fact\\_sheet\\_outletdensity\\_2\\_03.pdf](http://www.capitolneighborhoods.org/pdf/fact_sheet_outletdensity_2_03.pdf)
  - [http://www.thecommunityguide.org/alcohol/alcohol\\_outlet\\_density.htm](http://www.thecommunityguide.org/alcohol/alcohol_outlet_density.htm)
  - [http://www.marininstitute.org/alcohol\\_policy/alcohol\\_licenses.htm](http://www.marininstitute.org/alcohol_policy/alcohol_licenses.htm)

## IV. Happy Hour Restrictions

Drink promotions and happy hours are practices that may contribute to excessive and rapid consumption of alcohol, if not adequately controlled. These include things such as events or theme nights where certain people receive free drinks. Promotional activities such as “buy one get one free”, or promotional activities that require people to drink more than four standard drinks in a day to win a prize. Your community can work on happy hour restrictions by;

- Changing laws that define what's considered ONE drink
  - Changing laws concerning the time allowed for happy hour or between happy hours
  - Putting restrictions or banning promotional activities including shot girls
  - Restrict individuals from buying an entire pitcher of beer or bottle of wine
  - Restrictions on drink promotions
- <http://media.www.dailyillini.com/media/storage/paper736/news/2007/03/16/News/Proposed.Happy.Hour.Laws.Could.Put.Restrictions.On.Local.Bars-2777697.shtml>
  - <http://www.jointogether.org/keyissues/laws/life-saving-laws-readmore.html>

## V. Warning Signs Posted at Retail Establishments

Obvious posting of warning signs in one or more store locations (e.g., near the checkout counter or storefront window) to deter potential underage buyers.

Your community can work toward making Responsible Vendor Programs, or ordinance or licensing changes with requirements including;

- Stores must have obvious posting of warning signs in one or more store locations (e.g., near the checkout counter or storefront window.)
  - Stores must post a warning sign regarding the minimum legal drinking age and the store's alcohol sales policy.
  - The RVP could offer incentives for on- and off-premise outlets, such as reduced sanctions for selling to underage buyers (e.g., lower fine for selling alcohol to an underage buyer and no suspension of the store's alcohol sales license.)
- <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1933529>
  - [http://www.servsafe.com/downloads/pdf/ssa\\_keylaws/Wyoming.pdf](http://www.servsafe.com/downloads/pdf/ssa_keylaws/Wyoming.pdf)

### a) Third Party Transactions

A third-party sale occurs when an adult buys alcohol for an underage youth from a commercial establishment for his or her underage consumption. In some cases, the adult will ask for or accept a fee and/or a portion of the alcohol in exchange for making the purchase. The amount of alcohol obtained by underage drinkers from these transactions can range from one drink in a bar to a keg of beer.

All states and local jurisdictions have laws and ordinances that restrict underage youths' ability to obtain alcohol. Depending upon the language of these statutes, many may include provisions that directly address third-party sales. Other states and communities have complemented their basic laws regarding underage drinking with specific laws and ordinances constructed with the reduction of third-party sales in mind.

Other programs that can help:

- Shoulder tap programs to reduce purchase of alcohol for minors by adult strangers. Instruct retailers regarding their role in preventing shoulder tapping; if the practice continues repeatedly outside a retail establishment and the retailer refuses to take action despite instruction and warning, utilize public nuisance regulations to impose sanctions.
- Source investigations which conduct investigations after arrests or citations are issued and to identify how and from whom minors are obtaining alcohol.
- Use “cops in shops” programs sparingly and only for possible limited targeting of retail outlets popular with youth purchasers. Establish a working relationship with retailers as a first step toward implementing a comprehensive prevention strategy that includes compliance-check program.

- [http://www.publicstrategies.org/pdfs/ventura\\_special\\_events\\_updated.pdf](http://www.publicstrategies.org/pdfs/ventura_special_events_updated.pdf)
- <http://wdh.state.wy.us/mhsa/prevention/Freenocost.html>
- [http://www.2young2drink.com/law\\_enforcement/Reducing3rdPartyTransactions.pdf](http://www.2young2drink.com/law_enforcement/Reducing3rdPartyTransactions.pdf)
- <http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm>
- [http://www.lcb.state.pa.us/phe/\\_interior/default.php?tID=Best%20Practices&sID=Source%20Investigation%20Project&cID=bPractices\\_SIP](http://www.lcb.state.pa.us/phe/_interior/default.php?tID=Best%20Practices&sID=Source%20Investigation%20Project&cID=bPractices_SIP)

## **B. Social Availability of Alcohol**

### **I. Social Host Liability (enforcement)**

Social host liability laws (also known as teen party ordinances, loud or unruly gathering ordinances, or response costs ordinances) target the location in which underage drinking takes place. Social host liability laws hold non-commercial individuals responsible for underage drinking events on property they own, lease, or otherwise control. They send the message that other adults have a responsibility in the way they manage their homes, rentals, and other private property to prevent underage drinking parties and their consequences.

- Under social host liability laws, adults who serve or provide alcohol to minors or persons who are obviously intoxicated can be held liable if the person who was provided alcohol is killed or injured, or kills or injures another person.
- In some states, social host liability is covered under dram shop law. Dram shop liability refers to a drinking establishment's potential financial liability for serving alcohol to an intoxicated or underage person who later causes injury to a third party. However, dram shop law normally only covers commercial service and not private parties.
- Note that social host laws vary from state-to-state. Some state laws may only target those who provide to underage youth vs. intoxicated persons.

A checklist for drafting and underage drinking party (social host) ordinance is available at the first website listed.

- <http://www.cslep.org/Publications.aspx>
- <http://www.socialhost.org/>
- <http://www.epi.umn.edu/alcohol/policy/hostliab.shtm>

### **II. Restricting Access to Alcohol**

State, local laws and regulations can be effective at reducing underage access to alcohol. The right laws and regulations can minimize opportunities for young people to use alcohol and maximize the opportunities for effective enforcement and prevention.

Your community can work to change these laws and regulations to:

- Restrict the commercial availability of alcohol to youth, with a focus on the practices of alcohol retailers.
- Restrict social availability to youth with a focus on non-commercial sources of alcohol and non-commercial venues where young people consume alcohol.
- Restrict youth possession to deter young people from attempting to purchase or consume alcohol.
- Require retailers to identify kegs with a tag, sticker, or other form of identification. At purchase, the retailer requires a deposit and records the purchaser's name, address etc.

The following website is a guide to assist in making such changes.

- <http://www.udetc.org/documents/accesslaws.pdf>
- [http://resources.prev.org/resource\\_pub\\_pud.pdf](http://resources.prev.org/resource_pub_pud.pdf)
- [http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

### **III. Party Patrols**

Many states do not prohibit youth possession in private residences or permit parents to supply alcohol to their minor children. Police detecting a teen party may not have legal grounds to enter the premises, be unable to confiscate the alcohol, trace its origin, or hold the adult householder responsible for allowing the party on the premises. In an effort to combat one of the largest sources of teenage drinking your community could:

- Implement teen party ordinances that prohibit teen drinking parties at private residences and impose fines and fees on the responsible householder.
  - Restrict and monitor teen parties at motels and hotels.
- [http://resources.prev.org/resource\\_pub\\_pud.pdf](http://resources.prev.org/resource_pub_pud.pdf)

### **IV. Restrictions on Drinking Locations and Possession of Alcohol**

Communities often have special temporary licenses for alcohol sales at special events such as fairs, rodeos, celebrations, and sporting events. They are often readily available at low cost with few restrictions. These events create high risk for underage drinking and other related problems. Some steps your community can take to reduce these risks include:

- Restricting the issuance of licenses at youth-oriented and family-oriented events.
- Prohibiting alcohol sales at specific venues popular with youth.
- Designating alcohol-free days or periods within longer events such as community fairs.
- Establishing restricted drinking sections where young people are not permitted to enter.
- Prohibiting participants from bringing alcohol into the event
- Requiring responsible beverage service management policies and training.

[http://resources.prev.org/resource\\_pub\\_pud.pdf](http://resources.prev.org/resource_pub_pud.pdf)

[http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

[http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

### **V. Curfew Ordinance/Programs**

A curfew ordinance may help reduce the likelihood that children will be the victims of criminal acts or become involved in criminal acts during curfew hours. It can also aid parents and guardians in their responsibility to supervise their children as well as give police officers support for enforcing activities taking place after curfew hours.

Your community's curfew program might include:



- Creation of a dedicated curfew center or use of recreation centers and churches to receive juveniles who have been picked up by the police for violating curfew.
- Staffing of curfew centers with social service professionals and community volunteers.
- Intervention, in the form of referrals to social service providers and counseling classes, for the juveniles and their families.
- Procedures for repeat offenders, including fines, counseling, or sentences to community service.
- Recreation and jobs programs.
- Anti-drug and anti-gang programs.
- Hotlines for follow-up services and crisis intervention.

<http://www.ncjrs.org/txtfiles/curfew.txt>

## **VI. Noisy Assembly Ordinance**

A noise ordinance may help police officers control underage drinking parties in private residences.

<http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm>

## **C. Promotion**

### **• Advertising Restriction**

Restrictions on alcohol advertising include any policies that limit advertising of alcoholic beverages, particularly advertising that exposes young people to alcohol messages. Restrictions can be in the form of a local ordinance or state law, or can be implemented voluntarily by a business, event or organization and can include:

- Banning ads on buses, trains, kiosks, billboards and supermarket carts, and in bus shelters, schools, and theme parks.
- Banning or limiting advertising and sponsorship at community events such as festivals, parties, rodeos, concerts, and sporting events.
- Banning advertising in areas surrounding schools, residential areas, faith organizations, etc.
- Restricting or banning TV and/or radio alcohol commercials.
- Restricting alcohol advertising in newspapers and/or on the Internet.
- Countering alcohol ads with public service announcements.
- Restricting the size and placement of window advertisements in liquor and convenience stores.
- Requiring all alcohol ads in the local media to include warnings about the health risks of alcohol consumption.
- Setting a maximum for the percentage of total advertising space those alcohol ads can cover.

- Reducing the disproportionately high number of alcohol billboards in low-income neighborhoods.
- Prohibit images and statements that portray or encourage intoxication.
- Enforcing existing restrictions on alcohol advertising.

<http://www.epi.umn.edu/alcohol/policy/adrstrct.shtm>  
<http://camy.org/factsheets/index.php?FactsheetID=27>

- **Counter advertising**

Counter advertising is used to balance the effects alcohol advertising has on alcohol consumption. Your community can participate in counter advertising through public service announcements and other conventional forms of media.

[www.epi.umn.edu/mch/resources/hg/hgp\\_alcoholv\\_toomey.ppt](http://www.epi.umn.edu/mch/resources/hg/hgp_alcoholv_toomey.ppt)  
<http://pubs.niaaa.nih.gov/publications/arh26-1/15-21.pdf>  
[http://marinstitute.com/alcohol\\_industry/alcohol\\_responsibility.htm](http://marinstitute.com/alcohol_industry/alcohol_responsibility.htm)

- **Billboard Bans**

Banning alcohol billboards all together might seem like a large feat, however, there are steps your community can take to begin the process. You may start by first reducing the number of billboards in your community. The website below has samples of the following actions your community can take.

- Gather information about sign ordinances, zoning, and how billboards are currently regulated, permitted and taxed.
- Find allies among community leaders, neighborhood groups, health organizations, chambers of commerce, and others.
- Conduct a billboard survey. Find out how many billboards, where, what neighborhoods, near what, what size, what they advertise.
- Write a report of your survey findings.
- Conduct a press conference. Include letter-writing campaigns, news coverage, endorsements, and other activities.
- Petition city or county government for a moratorium on new signs.
- Know your opposition. The billboard industry is well-funded and experienced in fighting these efforts.

<http://www.faceproject.org/Resources/PDF/Alcohol-Billboard-CAK.pdf>

- **Media Advocacy Education**

Media advocacy is the strategic use of mass media to support community organizing to advance a social or policy initiative. While media advocacy efforts may take many forms, often they involve

organizing attention-getting events to stimulate news coverage of an issue. One frequent goal of media advocacy is to refocus the framing of a problem and its solutions from an individual level (drinking will be solved by educating individual students) to an environmental or policy level (changing drinking patterns requires changing the environment in which the behavior occurs).

Steps your community can take include:

First, plan your message

- Define what the message is that you are highlighting.
- Identify and highlight solutions to your problem.
- Gain support of key leaders in your community.
- Define what you need to do or say to get the attention of those who can create a solution.

Second, contact the media

- Get your message out via news releases, letters to the editor, editorial board meetings, etc.

<http://www.higheredcenter.org/socialnorms/mediaadvocacy/>  
[http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media\\_Advocacy\\_Manual.pdf](http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf)

## **Criminal Justice**

### **I. Enforcement**

Enforcing underage drinking laws and DUI laws that are already in place is a good way to help reduce underage drinking. If there are gaps in laws then the community should advocate having them implemented. Some of these laws include:

- Banning possession by minors in public and private locations.
- Apply appropriate penalties to minor's in possession.
- Zero-tolerance laws that prohibit minors with any measurable BAL from driving, authorize immediate seizure of drivers license etc.
- Banning false identification and increase the use of or implement the use of the scanning of drivers licenses by merchants.

One strategy your community might take is to formally recognize dedicated officers who are heavily involved in reducing underage drinking. Implementing a formal recognition program would be a good format in which to do this.

<http://www.udetc.org/documents/accesslaws.pdf>  
[www.udetc.org](http://www.udetc.org)  
<http://www.pire.org/topiclist2.asp?cms=67>

### **II. Judicial**

There are several changes that can be made within your community's judicial system to help with underage drinking.

Juvenile Drug Courts can operate within the juvenile justice system to address the unique needs of juvenile substance abusers. Key elements of a juvenile drug court program include:

- A drug court team that includes a judge, prosecutor, defense attorney, treatment provider, evaluator, and schools.
- Intervention as soon as possible following a juvenile's initial contact with the justice system including a comprehensive assessment at intake and follow ups.
- A court-supervised program of substance abuse treatments and other important core services to address multi-faceted needs of the juvenile and his or her family.
- Coordination of all services including treatment.
- On-going monitoring of progress.
- Immediate response to non-compliance.
- A dedicated and concerned judge who is sensitive to unique needs of individual juveniles and families.
- A strengths based program philosophy.
- Clearly defined range of incentives and sanction that are applied in a response to participation or lack thereof.

Youth Diversion Programs should seek to improve a youth's self-image, social skills, and attitudes about the legal system. It should aim to teach the youth better methods of communication and behavior. This may be included as an option through your community's juvenile drug court as a positive alternative to juvenile court. It is often set up to have youth work with adult mentors in a structured environment. Upon successful completion of the program, the alleged offense will not appear on the juvenile's record.

Victim impact panels are an alternative sentencing program. A Victim Impact Panel is a group of three or four victims who speak briefly about an impaired driving crash in which they were injured, or in which a loved one was killed or injured, and how it impacted their lives. They do not blame or judge those who listen. They simply tell their stories, describing how their lives and the lives of their families and friends were affected by the crash. The purpose of the panels is to individualize and humanize the consequences of impaired driving, to change attitudes and behaviors, and to deter impaired driving recidivism. Panels also give victims a healing opportunity to share their stories in a meaningful way.

Youth courts are another alternative sentencing program. Youth courts, also called teen, peer, and student courts, are programs in which youthful offenders are sentenced for minor delinquent and status offenses or problem behaviors by their peers.

<http://www.pire.org/topiclist1.asp?id=1>  
<http://www.surgeongeneral.gov/topics/underageddrinking/programs.html>  
[www.youthcourt.net](http://www.youthcourt.net)

<http://www.ncjrs.gov/pdffiles1/ojjdp/184744.pdf>  
[www.helpingamericasyouth.gov](http://www.helpingamericasyouth.gov)  
<http://www.juvenilediversion.org/>  
[http://www.nhtsa.dot.gov/people/injury/alcohol/VIP/VIP\\_index.html](http://www.nhtsa.dot.gov/people/injury/alcohol/VIP/VIP_index.html)

### III. Public Awareness of Enforcement and Sanctions

Announcements in local media (TV, radio, newspapers, posters on community bulletin boards, School papers, etc.) And presentations by officers to community groups can provide public notice of local laws including enforcement and sanctions. This can also be an opportunity to inform your community about any upcoming compliance checks or similar programs.

By making the public aware community members are inoculated against objecting to the law enforcement efforts, and may be more likely to ask why businesses sell alcohol to youth when they know it is illegal. It provides further notification to alcohol business owners and sellers/servers that your community will enforce selling to underage youth. It heightens the attention of parents and other adults to underage alcohol use. Messages directed to adults may decrease youth access to alcohol in the home, at keg parties, or through other adults in the community. It builds support for compliance checks from the community at-large. Many citizens are concerned about youth alcohol use and will be supportive of efforts to reduce illegal youth access to alcohol.

<http://64.233.167.104/u/umn?q=cache:h8dtfNy-ZAcJ:www.epi.umn.edu/alcohol/manual/manual.pdf+public+awareness+of+enforcement+and+sanctions&hl=en&ct=clnk&cd=2&gl=us&ie=UTF-8>

## E. Community Norms

### IV. Alcohol Restrictions at Community Events

**At community events, underage youth may easily get alcohol by buying it directly or by having friends over 21 buy it for them.** Banning alcohol or restricting alcohol sales (through policies such as age-ID checking or limiting number of servings per person) at community events can reduce these sources of alcohol for youth.

Planning and set-up:

- Establish non-drinking areas for families and youth.
- Establish designated drinking areas where underage youth are not allowed; prohibit people from leaving these particular areas with alcoholic beverages.
- Limit alcohol sponsorship.
- Have alcohol-free days/nights.
- Establish enforcement procedures for all policies.

[http://www.epi.umn.edu/alcohol/festivals/pdfs/planner\\_checklist.pdf](http://www.epi.umn.edu/alcohol/festivals/pdfs/planner_checklist.pdf)  
<http://www.epi.umn.edu/alcohol/festivals/index.shtm>  
<http://www.epi.umn.edu/alcohol/policy/atevents.shtm>

## **v. Alcohol Providers and Sellers**

Other alcohol restrictions your community can have at public events also include restriction on providers and sellers of alcohol. These restrictions can include the following:

- Require alcohol license holder to have liability insurance (check your state laws for specific legal requirements on liability.)
- Require responsible beverage service training for alcohol sellers and event coordinators
- Require alcohol sellers to be at least 21 years old.
- Require a manager to be on duty at the alcohol booth at all times.
- Establish age identification checking procedures.
- Prohibit drinking by servers.
- Require signs indicating the illegality of providing alcohol to minors and obviously intoxicated persons.

[http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

## **vi. Security**

**Security at community events can have a large impact on preventing underage youth from obtaining alcohol. Some components of good security at public events include:**

- Establish procedures for handling intoxicated drinkers.
- Require that security staff be adequately trained.
- Ban alcohol consumption in parking lots and monitor the lots.

## **vii. Food/Beverage**

Your community can take additional steps by having regulations on food and beverage vendors or distributors. These can include:

- Limit cup size to 12 ounces.
- Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups.
- Limit number of servings per person per purchase to one or two at a time.
- Stop serving alcohol at least one hour before closing.
- Sell food and non-alcoholic drinks and provide free water
- Identify specific environmental strategies currently being addressed for each causal area.
- Identify specific environmental strategies not currently being addressed for each causal area.

- Strategy selection process
- Calendar

## **Appendix B**

### **COUNTY TOBACCO PREVENTION COALITION CAMPAIGN TIMELINE**

#### **MAY 2008**

- Secure calendar, define roles and responsibilities
- Logo, slogan, website
- Key spokespersons identified
- Build coalition infrastructure
- Reaching out to business owners for support, chamber of commerce
- Talk to tobacco program manager about her paid media campaign and which communities she is targeting
- Clear role and calendar for the PAC
- Set up listserv for coalition:
- Establish larger coalition meeting schedule/calendar

#### **JUNE 2008**

- Shareholders, expand database, volunteer roles, know messages, ID negative organizations, web-site
- Build infrastructure
- Write budget (tentative – goal of \$25,000 for paid media – radio, direct mail, cable TV)

#### **JULY 2008**

- Late July – survey council, research candidates
- Build infrastructure

#### **AUGUST 2008**

- 1<sup>st</sup> – Relay for Life (gather signatures)
- Official campaign launch and press conference – highlight community leaders, spokespeople, grasstops leaders, youth
- Press conference – focus on health and inoculate negative economic impact arguments
- 19<sup>th</sup> - City council primary
- Business owner/private clubs/groups outreach (presentations)

#### **SEPTEMBER 2008**

- Start official petition drive for signature supporters (and run through the end of September – ID targeted events or areas to petition)
- Do another survey to see how things are going
- Do event
- Business owner/private clubs/groups outreach (presentations)

## **OCTOBER 2008**

- Op-Eds, earned media campaign, LTEs, editorial
- Business owner/private clubs/groups outreach (presentations)

## **NOVEMBER 2008**

- Youth press conference on the issue
- LTE, Op-eds
- Start educating city council (who is reaching out to reach city council member, information packets)

## **DECEMBER 2008**

- LTE, Op-eds
- Start educating city council (who is reaching out to reach city council member, information packets)
- Start educating city council
- Petition drive

## **JANUARY 2009**

- LTE, Op-eds
- Do event
- Draft ordinance – work with attorney and city attorney
- Start educating city council (who is reaching out to reach city council member, information packets)
- Reaching out to a sponsor
- Hard hitting media campaign

## **FEBRUARY 2009**

- Choreography for city council meeting (supporter outreach, securing speaker line-up and talking points, getting commitments of turnout to council meeting, straw poll city council again, know where you are with the council and what the vote will be as much as you can)
- LTE, Op-eds
- Create an event to raise the profile of the issue (use youth and workers) – ribbon antenna thing
- Hard hitting media campaign

## **MARCH 2009**

- First reading
- Hard hitting media campaign

## **APRIL 2009**

- Second reading

## **MAY 2009**

- Third and final reading



## Appendix C

The following steps will help you create your personal Google Calendar account. Google Calendar is being used so that you can adjust and refine your timelines as necessary and so that technical assistance providers and the PF coordinator can provide timely technical assistance.

1. You will receive an **email** from the SPF SIG Admin Account:
  - a. **Subject Line:** “SPF SIG Admin recommends that you use Google Calendar”
  - b. **Body:** I've been using Google Calendar to organize my calendar, find interesting events, and share my schedule with friends and family members. I thought you might like to use Google Calendar too. SPF SIG Admin recommends that you use Google Calendar. To accept this invitation and register for an account, please visit: [hyperlink] .  
Google Calendar helps you keep track of everything going on in your life and those of the important people around you, and also help you discover interesting things to do with your time. (see picture below).

I've been using Google Calendar to organize my calendar, find interesting events, and share my schedule with friends and family members. I thought you might like to use Google Calendar, too.

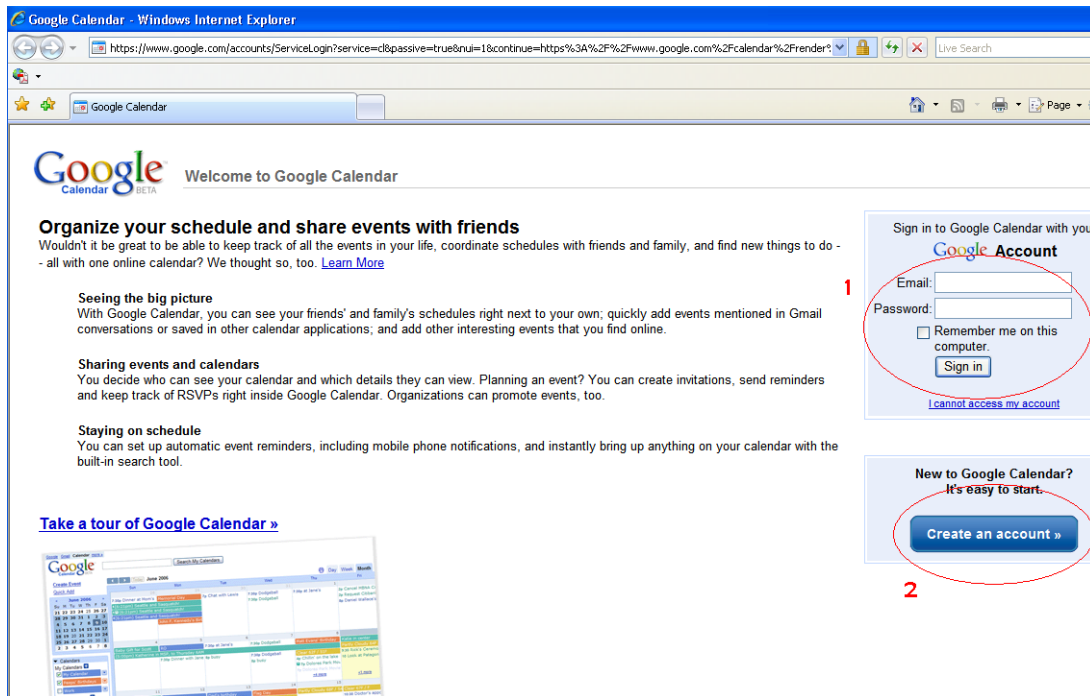
---

SPF SIG Admin recommends that you use Google Calendar.

To accept this invitation and register for an account, please visit: <https://www.google.com/calendar/render?cid=MDVuaXFrNmptdWs2azE2cXE1NG5yMHZybzBAZ3JvdXAuY2FsZW5kYXIuZ29vZ2xlLmNvbQ&invEmailKey=grayson3%40hotmail.com%3A4c2d7cd7fe9ccf77bad5ea02213c6706fcab97>

Google Calendar helps you keep track of everything going on in your life and those of the important people around you, and also help you discover interesting things to do with your time.

2. Click on the hyperlink (circled in red, *above*) in the email sent to you.
3. When you click on the hyperlink, it will take you to a login screen (see picture below).



4. If you have already have a Google Calendar account, skip to the bottom of page 18.
5. If you do not have a Google Calendar account, click on the “Create an account” button (option 2 circled in red in the picture above).
6. Now you need to sign up for Google Calendars. To do this...

Google Accounts - Windows Internet Explorer

https://www.google.com/accounts/NewAccount?service=c&passive=true&ui=1&continue=https%3A%2F%2Fwww.google.com%2Fcalendar%2Frender?...

Google Accounts

## Create a Google Account - Google Calendar

### Create an Account

Your Google Account gives you access to Google Calendar and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

#### Required information for Google account

Your current email address:   
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:  [Password strength](#)  
Minimum of 8 characters in length.

Re-enter password:

☐ Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

☒ Enable Web History.

#### Get started with Google Calendar

First name:

Last name:

Location:

Time zone:

☐ Display all timezones

Word Verification: Type the characters you see in the picture below.

7. Enter your email address (use the email address we use to send you the link). Also create a password. (See areas circled in red, above)
8. You also need to enter in your name, first and last.
9. Type in the word you see (See picture below)
10. Read and accept the terms of use. Click on the “I accept. Create my account” button. (See picture below).

**Get started with Google Calendar**

First name:

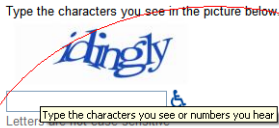
Last name:

Location:

Time zone:

☐ Display all timezones

Word Verification: Type the characters you see in the picture below.



Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Google Terms of Service

Welcome to Google!

1. Your relationship with Google

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

11. After creating your account, you will be taken to the screen below. Click “Click here to continue” hyperlink. (See picture below).

[@hotmail.com](#) | [Google](#) | [Gmail](#) | [My Account](#) |

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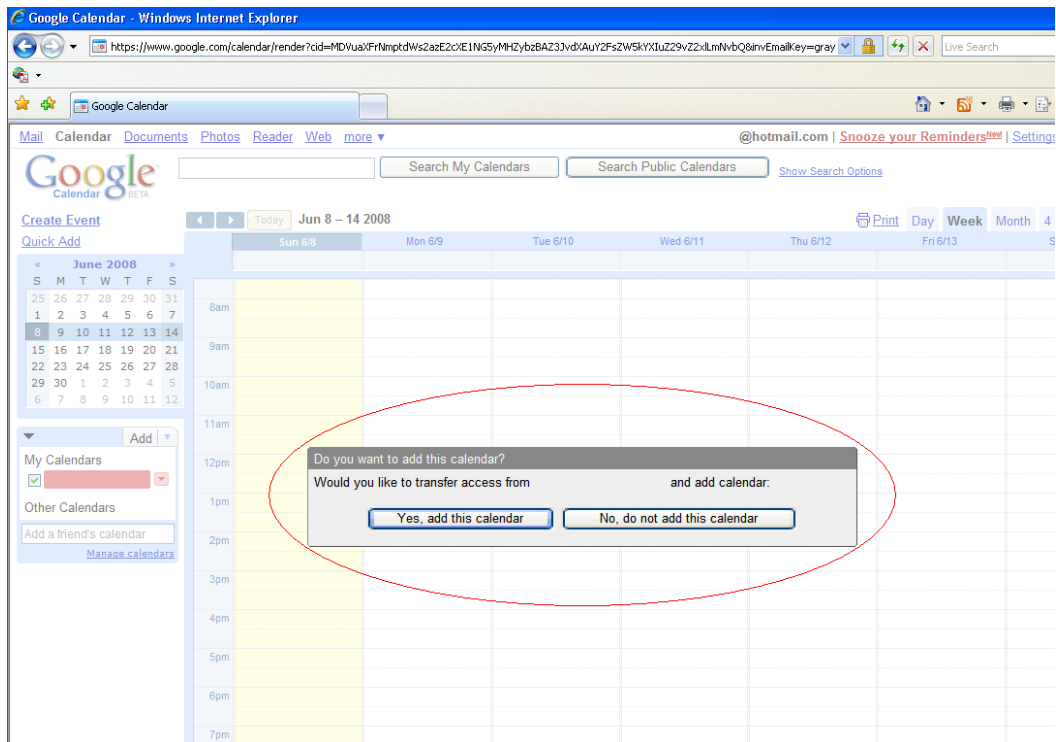
**Google** Accounts **g's Google Account**

**Email Verification**

In order to verify that the email address associated with your account is correct, we have sent an email message to [@hotmail.com](#). To activate your Google account, please access your email and click on the link provided.

[Click here to continue.](#)

12. A box will appear and ask you if your account would like to add a community calendar. Click the “Yes, add this calendar” button. (See Below).



13. Now go to the upper right-hand corner and sign out.

14. You will then receive an email with the following subject line and body

- a. Subject line: [Google Email Verification](#)
- b. Body:

Welcome to Google Accounts. To activate your account and verify your e-mail address, please click on the following link:

[http://www.google.com/accounts/VE?service=cl&c=CILSxOSb\\_qSvYRD7zurJ3fC\\_1Rc&hl=en](http://www.google.com/accounts/VE?service=cl&c=CILSxOSb_qSvYRD7zurJ3fC_1Rc&hl=en)

If you have received this mail in error, you do not need to take any action to cancel the account. The account will not be activated, and you will not receive any further emails.

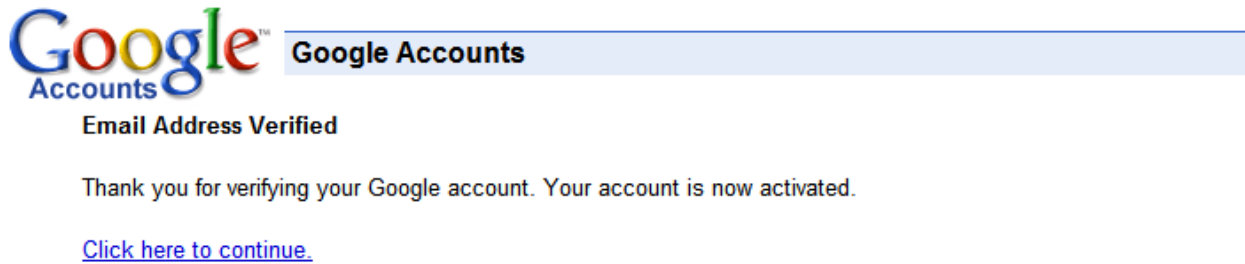
If clicking the link above does not work, copy and paste the URL in a new browser window instead.

Thank you for using Google.

For questions or concerns regarding your account, please visit the Google Accounts FAQ at <http://www.google.com/support/accounts/>.

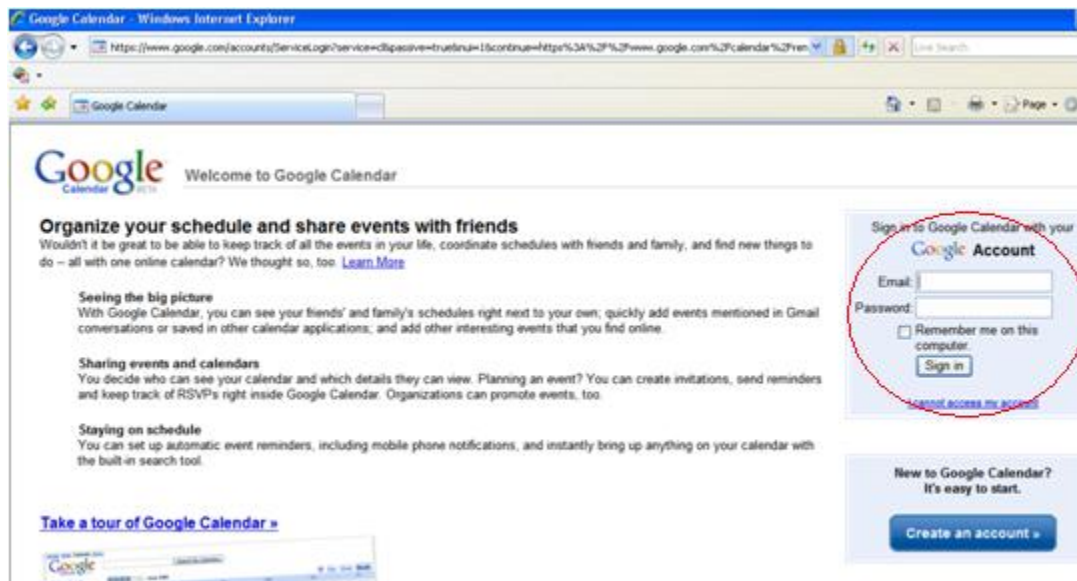
This is a post-only mailing. Replies to this message are not monitored or answered.

15. Click on the hyper link, and you will be brought to the following (See below).

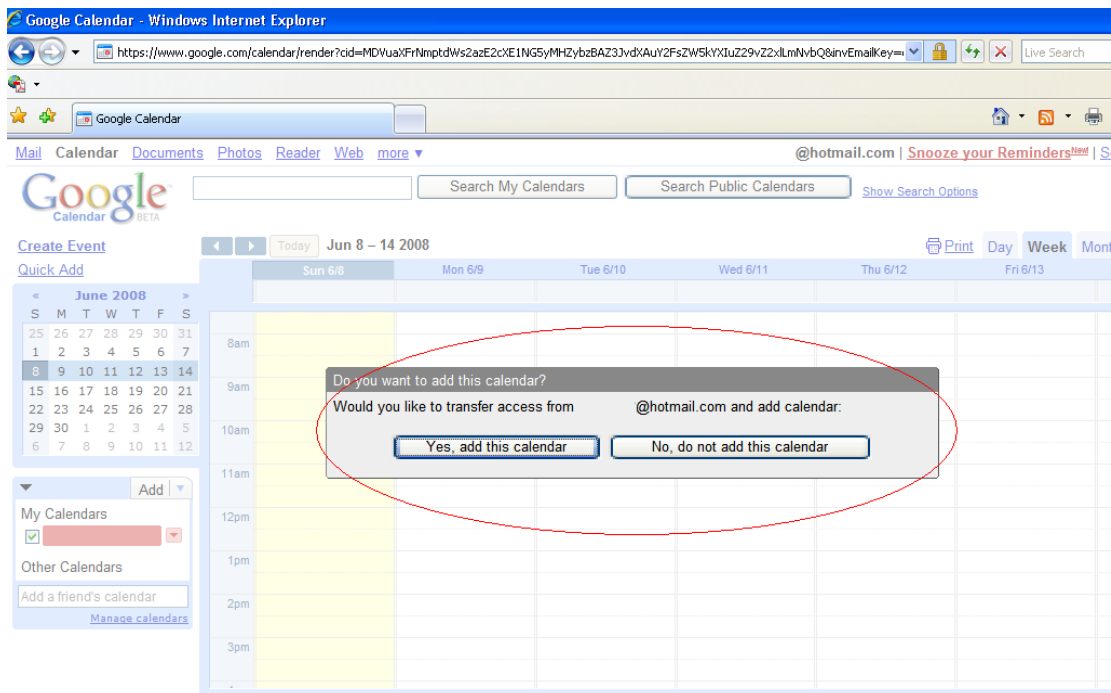


16. Click “Click here to continue” hyperlink.

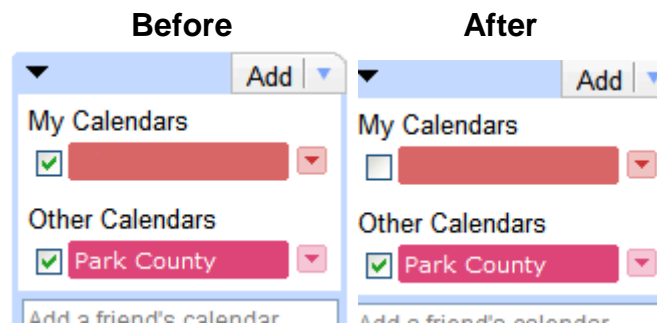
17. You will then be brought to the login screen. This time, enter in your email address and password you created in step 7.



18. Again you will be asked if your account would like to add your community calendar. Click the “Yes, add this calendar” button. (See picture below)



19. When you create your Google account, it creates a calendar for your account. This Calendar is **NOT** the calendar we want you to use. Instead, use the community calendar we have made for you and you just added. To deactivate your calendar, just simply uncheck the box under “my Calendars” but leave the box checked under “Other Calendars” (see example below).



**Please note:**

We were unable to add future activities to the Google Calendar that did not have a specific date. There appears to be no place to add general “monthly events” that do not have a specified dates. All are listed in table 3.

Below are the MSU timelines.

## WY Positive Community Norms Webinar Schedule July- December 2008

DATE	TIME	TOPIC
July 22 or July 24	10am MDT 1pm MDT	<b>STEP 2:</b> Baseline Data
August 7 or August 19	10am MDT 1pm MDT	<b>STEP 3:</b> Communication Plan
Sept. 9 or Sept. 11	10am MDT 1pm MDT	<b>STEP 4:</b> Message Development
Sept. 23 or Sept 24	1pm MDT 10am MDT	<b>STEP 5:</b> Pilot Testing
Oct. 1-3	WY Prevention Program Statewide Training	
Nov. TBA Nov. TBA	10am MT 1pm	<b>Key Findings Report:</b> Parent Data
Dec. TBA Dec. TBA	10am MT 1pm MT	<b>Key Findings Report:</b> Community Data



## **July 2008**

Web & Phone TA  
Prepare for Parent Surveys  
10-12 MT Summer Institute Social Norms  
15-17 WY Health Summer Institute  
Key Findings Report on PNA  
Begin Poster Development  
Adult Survey taking place

## **August 2008**

Web & Phone TA  
Prepare for Parent Surveys  
Youth Intervention & Message Development  
Production & Print Materials  
Adult Survey taking place

## **September 2008**

Web & Phone TA  
Key Findings on Parent Surveys  
Key Findings from Community Surveys  
Implement Youth Messages  
Begin recording community messages

## **October 2008**

Web & Phone TA  
Parent Message Development  
Continue recording community messages  
Training on Guidelines for Workplace Settings

## **November 2008**

Web & Phone TA  
Implement Parent Campaign

## **December 2008**

Web & Phone TA  
Feedback from Year 1  
Plan for Year 2